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What is claimed is:

1. A method of matching an utterance comprising a word to a record in a database using an automatic speech recognition system comprising:

- (a) forming a word list comprising a selection of words from said records in said database;
- (b) using the automated speech recognition system to determine the best possible matches of the word in said utterance to the words in said word list;
- (c) creating a grammar of records in said database that contain at least one of said best possible matches;
- (d) using the automated speech recognition system to match said utterance to a record within said grammar.
- 2. The method of claim 1 wherein said database is a directory.
- 3. The method of claim 2 wherein said record is a listing.
- 4. The method of claim 3 wherein the word list includes transformations of said selection of words.
- 5. The method of on of claim 4 wherein the utterance is obtained by asking questions of a user.
- 6. A system for matching an utterance comprising a word to a record in a database using an automatic speech recognition system comprising:

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(a) means for forming a word list comprising a selection of words from said records in said database;

- (b) means for using the automated speech recognition system to determine the best possible matches of the word in said utterance to the words in said word list;
- (c) means for creating a grammar of records in said database that contain at least one of said best possible matches; and
- (d) means for using the automated speech recognition system to match said utterance to a record within said grammar.
- 7. A method of providing a listing to a user comprising:
 - (a) establishing communications with a user;
 - (b) asking questions of said user, and obtaining answers therefor;
 - (c) by using said answers, determining if an automated speech recognition system can determine the listing;
 - (d) using an operator to provide said listing if it is determined said automated speech recognition system cannot determine the listing;
 - (e) if said automated speech recognition system can determine said listing, having said automated speech recognition system do so.
- 8. A method of automatic speech recognition comprising:
 - (a) receiving an utterance;
 - (b) recording said utterance;

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- (c) attempting to recognize said utterance;
- (d) if the recognition of said utterance is below a pre-set confidence level, adjusting the gain on said recording and re-recognizing said utterance.
- 9. A method of providing directory assistance to a user comprising:
 - (a) receiving an utterance from a user;
 - (b) determining a listing in response to said utterance;
 - (c) providing an advertisement to said user before providing said listing to said user; wherein said user is not charged an additional fee for the directory assistance.